CALIFORNIA TAN®

Axis™ Optimizer
Step 2

SALES FACT SHEET

Line Story
A collection of breakthrough products formulated with one thing in mind: the key to great skin is great skincare, and at the center of great skincare is hydration. Experience the ultimate in skin transformation with Axis™.

Product Story
- **Moisture Elixir™** creates a barrier on the skin that retains moisture improving radiance and reducing the appearance of fine lines and wrinkles
- **Eternal Essence™** helps boost pro-collagen synthesis for more youthful looking skin
- **Water Infusion Technology™** saturates skin in moisture, nutrients and antioxidants for glowing skin
- Improve skin's overall appearance and boost color development with **Black Truffle Extract**
- **Silicone** microspheres perfect skin's appearance while offering intense hydration
- **Triple Bronzing System** instantly delivers a rich, dark hue to the skin and develops intense long-lasting color
- **CuO$_2$®** and **TRF™** combine rich ingredients to optimize dark color results
- Formulated to combat against ATO

Inspiration/Rationale
- Introduces a new, K-beauty inspired high-end line to replace complexION and Cypher
- Utilizes similar packaging to Cypher that has proven shipping stability

Technology

Moisture Elixir™	Mimics the skin's membrane, creating a barrier that helps retain moisture
Eternal Essence™	Combination of ingredients that help boost pro-collagen synthesis
Water Infusion Technology™	Contains Water Lily and Tamanu Oil that provide nutrients and antioxidants
Black Truffle Extract	Helps improve overall skin appearance and increases melanin production
Silicone	Promotes soft skin and intense hydration
Triple Bronzing System	A blend of cosmetic and DHA bronzers provide instant and delayed color
CuO$_2$® and TRF™	Help to further advance bronze color to a dark state

Product Type
Step 2 Optimizer
High DHA, Natural & Cosmetic Bronzers
Fragrance: Beyond the Sea

Size and MSRP
6.8 oz Bottle   MSRP: $175.00

Brand and Family
California Tan® Axis™

Contact
Contact your distributor for additional information